

Listing of the claims.

Claims 21-41 (Cancelled).

42. (New) A method of promoting carbon reduction, which includes the steps of:

(a) assigning a carbon credit consumer symbol ("CCCP") in the form of media offered with a product or service;

(b) planting a tree; and

(c) allowing said tree to grow for a predetermined period of time for a predetermined carbon absorption capability of said tree thereby creating a carbon credit value.

43. (New) The method of claim 42, wherein the form of media includes a tag.

44. (New) The method of claim 42, wherein the form of media includes a displayed image.

45. (New) The method of claim 42, wherein the form of media includes an associated printed sheet.

46. (New) The method of claim 42, wherein the step (a) is further characterized to include assigning a value of carbon credits to said product or service and including the value in the media.

47. (New) The method of claim 46, which further includes presentation of the media bearing the value of carbon credits and carbon credit consumer symbol ("CCCP") to enable at least part of a purchase of said product or service.

48. (New) The method of claim 42, which includes the step (d) harvesting said tree.

49. (New) The method of claim 48, which includes the step (e) planting another tree.